

ORDINANCE NO. \_\_\_\_\_, SERIES 2007

**AN ORDINANCE AMENDING CHAPTER 155 OF THE  
LOUISVILLE METRO CODE OF ORDINANCES (LMCO)  
RELATING TO SIGNS (AS AMENDED).**

**Sponsored By: Councilwoman Ellen Call and Councilwoman Tina Ward Pugh**

WHEREAS, the Legislative Council of the Louisville/Jefferson County Government ("Metro Council") has a compelling government interest in promoting Louisville Metro as a destination for tourism associated with events of a national or international status, and

WHEREAS, such events result in an influx of visitors to Louisville Metro, and a corresponding benefit to the public through increased economic activity, and

WHEREAS, these events additionally benefit Louisville Metro as a result of increased taxes generated to be used for the public good, and

WHEREAS, the Metro Council wishes to provide an opportunity for these national or international events to engage in publicity campaigns intended to recognize their unique contributions to Louisville Metro's status as a destination city,

**NOW THEREFORE BE IT ORDAINED BY THE LEGISLATIVE COUNCIL OF THE  
LOUISVILLE/JEFFERSON COUNTY METRO GOVERNMENT (THE COUNCIL) AS  
FOLLOWS:**

**SECTION I:** LMCO Chapter 155 is hereby amended as follows:

**§ 155.07     ~~RESERVED.~~   NATIONAL OR INTERNATIONAL EVENTS**

(A) For purposes of this section, a National or International Event shall be defined as an event held in Louisville Metro that has a demonstrated history of generating national media attention, or is expected to generate national media attention if a new event, and has generated significant additional economic benefit to previous

host sites due to increased tourism associated with the event, or if a new event, is expected by ~~Greater Louisville, Inc. or its successor~~ or by the Convention and Visitors Bureau or its successor to generate significant additional economic benefit due to increased tourism, based on generally-accepted principles of tourism projection.

(B) The sponsoring committee or organization of a national or international event may apply for a sign permit in accordance with the following regulations.

(C) Only one sign approved pursuant to this section shall be permitted per premises, and shall be installed on a permanent structure, such permanent structures not including a freestanding offsite advertising sign. The area of such sign shall not exceed the maximum permitted under any applicable state or federal law.

(D) Signs approved pursuant to this section may not be illuminated, or contain any electrical component.

(E) Signs permitted pursuant to this section shall receive a permit from the ~~appropriate building department~~ Department of Codes and Regulations or its successor for a period not to exceed 365 days. The expiration date of the permit shall be affixed to the sign at all times when the sign is in public view. A copy of the permit shall be located on the premises and shall be made available for public review upon request.

(F) No sign permitted pursuant to this section shall be allowed within the public right-of-way or public easement. No such sign shall be constructed or placed so as to interfere with vehicular traffic by obstructing sight lines for streets, pedestrian right-of-way or driveways.

(G) All signs approved pursuant to this section shall be kept in good repair and in a proper state of preservation. Every such sign and the premises on which it is

located shall be maintained by the owner or person in charge thereof in a clean, sanitary and inoffensive condition, and free and clear of all obnoxious substances, rubbish and weeds.

(H) Any code enforcement officer ~~or peace officer~~ who finds a sign approved pursuant to this section to be placed in contravention of this section may cause the sign to be removed.

**SECTION II:** This Ordinance shall take effect upon its passage and approval.

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Kathleen J. Herron  
Metro Council Clerk

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Rick Blackwell  
President of the Council

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Jerry E. Abramson  
Mayor

\_\_\_\_\_  
Approval Date

**APPROVED AS TO FORM AND LEGALITY:**

Irv Maze  
Jefferson County Attorney

BY: \_\_\_\_\_

Chapter 155 Amendments for Event Signs draft 3 (October 1, 2007)/TZS